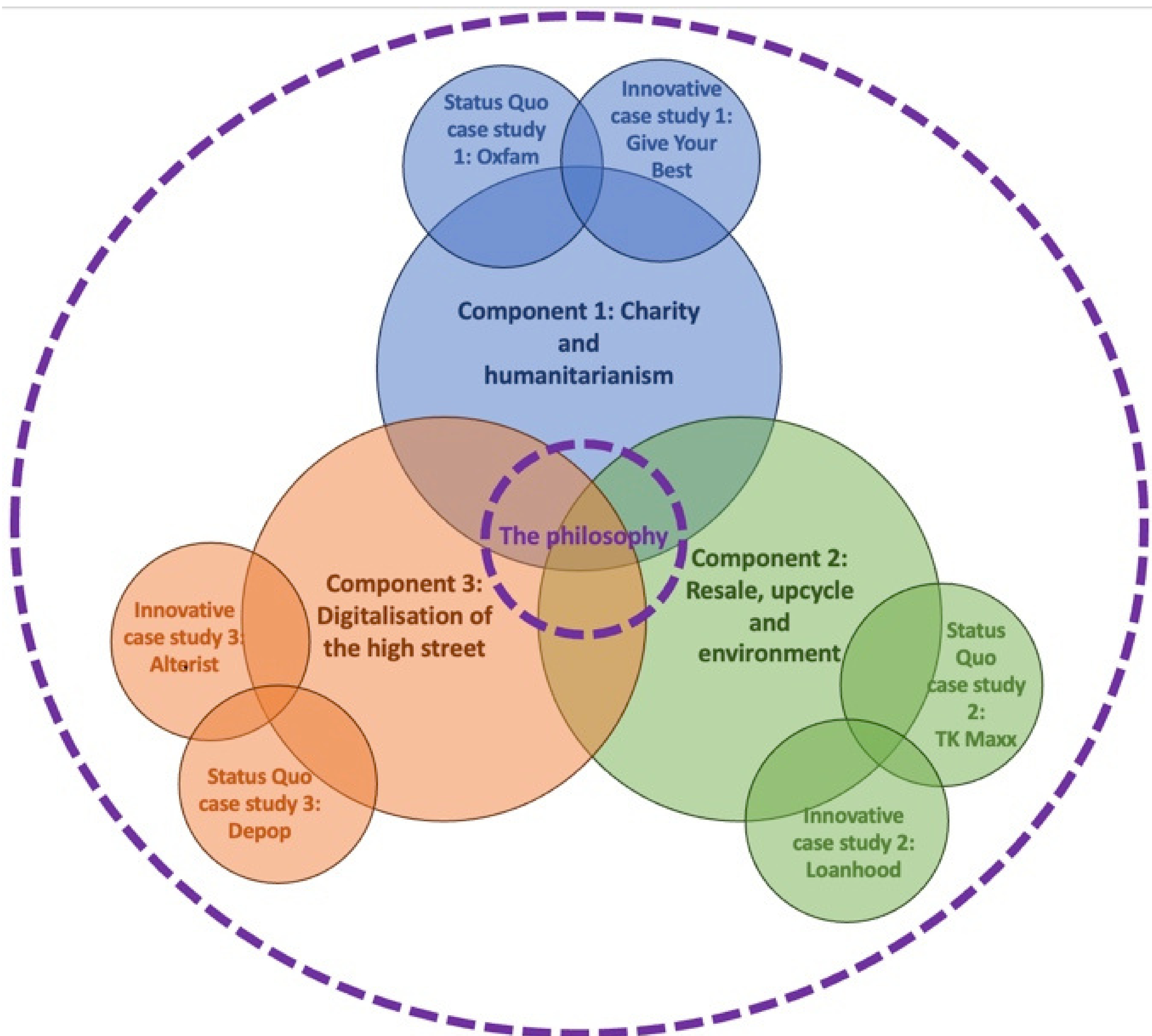


Can the business models for charity clothing shops and second-hand clothing platforms be combined and developed to revolutionise the fashion industry for the good of the planet and humanitarian causes?

Abstract

This project examines the potential to design and implement a business, which would provide a branded one stop marketplace for second-hand and upcycled clothes or accessories where the sale proceeds would be distributed to a charity of the buyer’s choice at the point of sale. The vision behind this research project is to examine the merits and potential of a business model that establishes and embeds a culture of recycling fashionable clothes in combination with charitable giving. The idea is that the process of distributing proceeds from upcycled and re-sold clothing to a variety of charities would become a stand-alone, ethical fashion brand. The business would aim to be a modern take on the meaning of exchange for the better.



Methods

- Identifying three core problems and affiliated components from which to structure business idea
- Conducting case study analyses on “status quo” present happenings within the space of “green fashion”
- Conducting a second set of “innovative” case study analyses on present business innovations on circular fashion
- Self designed and conducted questionnaire analyses
- Empirically informed new business value proposition as conclusion

Conclusions

- Having a business with a circular service and sustainable product
- Sustainable product is the recycled or upcycled clothing sold under our brand name
- Circular service would entail advice on care for product and community outreach upcycle workshops to be delivered by both online and in person avenue
- Objective to make exchange meaningful by making charitable involvement engaging and easy for the shopper